## ABSTRACT OF THE DISCLOSURE

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A portable plastic film wrapping system comprises a push-cart having a vertical mast member mounted thereon, and a film roll carriage is vertically movable along the mast member. The film roll carriage is operatively connected to negator spring members by a film roll carriage lift cable, and a holding pawl mechanism is adapted to be movable between ENGAGED and DISENGAGED positions with respect to the film roll carriage lift cable. When the holding pawl mechanism is moved to its DISENGAGED position, the negator spring members cause the film roll carriage to be vertically elevated, whereas when the holding pawl mechanism is disposed at its ENGAGED position, movement of the film roll carriage lift cable, and the film roll carriage, is effectively prevented. The film roll carriage can also be controllably moved in both upward and downward directions so as to achieve bottom-to-top, as well as top-to-bottom, wrapping modes of operation upon palletized loads.